



We are currently accepting applications for the part-time, seasonal position of:

Liberty Ride Coordinator

Anticipated Hiring Range: \$19.50- \$24.29 / hour
Seasonal Position – mid-March through mid-November
No benefits

<p>The <u>REQUIRED</u> Town of Lexington application must be received in the Town's Human Resource Department by Friday, November 4, 2016</p>
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GENERAL SUMMARY:

Under the direction of the Economic Development Director, manage the day-to-day operations for the Liberty Ride, a seasonal (mid-March – mid-November) sightseeing guided tour, coordinate the Battle Green guide program, and conduct charter tour service year round. Also includes some off-season payroll, personnel, publicity, advocacy and coordinator work.

ESSENTIAL JOB FUNCTIONS:

- ◆ Assure the smooth function and operation of the Liberty Ride during the season, provide necessary marketing, promotion and administrative functions during the off-season and manage the charter business year-round.
- ◆ Conduct overall marketing efforts to promote the Lexington-Concord area and in particular the Liberty Ride sightseeing tour and Battle Green Guide program.
- ◆ Provide daily ridership statistics to the Tourism Committee and Economic Development Department and track yearly comparisons.
- ◆ Coordinate and reconcile ticket sales and collection of resulting revenue. Deliver tickets to vendors and restock tickets and brochures as needed at locations in Lexington, Concord and other communities.

- ◆ Handle all day to day financial transactions including depositing all receipts, credit card reconciliation, and submitting hours for payroll. Meet the guide at the beginning and end of each day to handover the day's tickets and change and then collect tickets and receipts of the day and prepare new packet for the next day's operation.
- ◆ Recruit staff, train new guides, and manage work schedule for the guides to ensure adequate coverage. The coordinator may serve as a tour guide for a few shifts per week and is available to cover shifts and charter tours as needed.
- ◆ Work with the transportation provider to ensure that the trolley and charter buses are available when needed and report any equipment repair needs to them or takes action if they do not arrive in a timely manner.
- ◆ Available five days per week, including weekends with a flexible schedule mid-March through mid-November. The Liberty Ride and Battle Green Guide Programs currently operate weekends in April and May and daily Memorial Day through the end of October. This position provides supervision 5 days per week, with the Tour Services Facilitator covering two days per week. Set weekly schedule to ensure supervision daily throughout the operating season.
- ◆ During operating hours facilitate ticket sales and pre-boarding, and coordinate with vendors to make sure there are seats available for the number of tickets sold. Manage online ticketing program.
- ◆ In conjunction with the Economic Development Department and the Tourism Committee, assist in executing a marketing strategy for the Liberty Ride and other tourist services.
- ◆ Act as a conduit for tourist information often involving coordination between the other entities that serve tourists in Lexington and Concord including the Lexington Visitors Center, Minute Man National Park, the Lexington Historical Society, the hotels, restaurants, the two CVBs to which Lexington belongs – Greater Boston and Greater Merrimack. Respond to multiple telephone and email inquiries.
- ◆ Book and conduct charter tours, respond to tourist inquiries and be available to take phone calls and answer emails regularly year-round.
- ◆ In addition to making sure the guides are representing the history of Lexington to all tourists, make sure they also promote Lexington businesses.
- ◆ Serves as supervisor to the Tour Services Facilitator

- ◆ Keeps and tracks inventory of all clothing guides. Period clothing must be worn at all times by all tour service providers when tasks involve interacting with visitors. Clothing will be provided.
- ◆ Advises and recommends to the Economic Development Department tour service improvements. Regularly attends meetings of the Tourism Committee as needed.
- ◆ Represents the Liberty Ride and Lexington as a tourist destination at various outside organizations, trade shows, marketing events, boards and committees, and at Town Meeting, often in period clothing as directed year round.

SUPERVISORY RESPONSIBILITY:

Hire, train, supervise and manage a team of seasonal, part-time guides for the Liberty Ride and Battle Green programs, track receipts, deposit all program receipts and process payroll. Supervise the Tour Services Facilitator. Also handles a significant amount of cash and cash equivalents.

MINIMUM EDUCATION & EXPERIENCE:

Any combination of education and experience equivalent to an Associate's college degree with course work in Business/Marketing, Planning, Cultural Affairs, or from an accredited college or university with two to three years of experience. Strong computer skills and specific knowledge of Microsoft Excel and computer graphics preferred.

QUALIFICATIONS:

Work Schedule:

- ◆ Be available 5 days per week on a flexible schedule mid-March through mid-November, including weekends as well as some evenings. Availability during the rest of the year for marketing, ad, attending tradeshow, board and committee meetings, and others as needed.

Knowledge of:

- ◆ Tour operations;
- ◆ Financial management and reporting capabilities and able to handle large amounts of cash;
- ◆ General office management and staff management practices;
- ◆ General knowledge of economic development policies, programs, and understanding of regional tourism elements;
- ◆ Principles and practices of marketing;
- ◆ Microsoft Office and Excel; and modern office methods, practices, and computer equipment;

- ◆ Social media, website management and web-based marketing, marketing and public relations practices; and
- ◆ Federal, State and local laws, codes and regulations related to planning, zoning, and land divisions.

Ability to:

- ◆ Communicate clearly and concisely, both orally and in writing
- ◆ Enthusiastically and courteously work with the general public and maintain cooperative and effective working relationships with colleagues and community volunteers
- ◆ Establish and maintain cooperative and effective working relationships
- ◆ Organize and prioritize to accomplish one's work plan
- ◆ Analyze and compile technical and statistical information, and write technical reports
- ◆ Develop and deliver public presentations

WORKING CONDITIONS & PHYSICAL DEMANDS:

While performing the duties of this job, the employee is required to walk (sometimes backwards), sit, talk, and hear. The employee is required to have mobility in order to move about, get in and out of the trolley, move with tourists to and from site locations that are not accessibility by vehicle, use of hands to finger, handle or feel objects, tools or controls, especially a microphone; reach with hands and arms to assist others with their mobility as needed; and communicate with people by telephone and computer.

This position also requires the wearing of Revolutionary Period clothing.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

***External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.**

This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.

APPLICATION PROCESS

All applicants are required to complete a Town application form with a cover letter and resume. The application is available from the Internet at www.lexingtonma.gov, emailing jobs@lexingtonma.gov, calling (781) 698-4590 or by visiting the Human Resources Department. Resumes may be attached to the application form as additional information, but cannot serve as a substitute for completing the required application form.

Applicants will be required to undergo a CORI screening and background check prior to appointment.

<p>Applications and resumes must be received in the Town's Human Resource Department by Friday, October 21, 2016</p>

The Town reserves the right to modify the application deadline, and/or accept applications after the deadline, to best serve the interest of the community.

After the deadline all applications will be reviewed and the most highly qualified candidates will be invited to one or more interviews. All applicants will be notified of their standing in the process as soon as a decision has been made regarding their individual application.

Individuals who need accommodations in order to participate in this process should contact the Human Resources Department.

Questions regarding this hiring process should be addressed to the:
Human Resources Department
Town of Lexington
1625 Massachusetts Avenue
Lexington, MA 02420
(781) 698-4590
